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## Luncheon to Highlight Consumer Trends Against Fabric of Local Textiles

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# Luncheon to Highlight Consumer Trends Against Fabric of Local Textiles

## Quick Facts

- The psychology of why we buy what we buy will include discussion of Fort Mill businessman Colonel Elliot White Springs and his innovative and controversial ad campaigns from the 1940s and 50s—suggesting imagery by well known illustrators with clever texts and double entendre that made the Springmaid brand a household name.
- The luncheon is sponsored in part by the D.B. Johnson Society.



Jane Thomas

ROCK HILL, S.C. - **Winthrop University marketing professor Jane Thomas** will highlight modern consumer trends against the fabric of our local textile history on Oct. 2 at a luncheon hosted by Winthrop's **Office of Academic Affairs**.

The luncheon will be held from 11:30 a.m.-1 p.m. at **McBryde Hall's Tuttle Dining Room**.

The psychology of why we buy what we buy will include discussion of **Fort Mill businessman Colonel Elliot White Springs** and his innovative and controversial ad campaigns from the 1940s and 50s—suggesting imagery by well known illustrators with clever texts and double entendre that made the Springmaid brand a household name.

Following Thomas' presentation, luncheon participants will be invited to visit **Winthrop's Rutledge Gallery** to view the Springmaid exhibit, "**Between the Springmaid Sheets**."

Thomas joined Winthrop's business college in 1990 after completing her Ph.D. at the **University of North Carolina at Greensboro** in apparel marketing, having already earned a B.S. (**Meredith College**) and M.S. (**University of Georgia**) in clothing & textiles. Thomas, known for her special gifts in integrating traditional coursework with hands-on experiences for her students, is the recipient of multiple teaching and scholarship awards.

The luncheon is sponsored in part by the D.B. Johnson Society. The exhibition has been made possible with the generous support of **Founders Federal Credit Union, Springs Creative**, the **Springs Close Family Archives**, the Springs Company, **Gary and Peggy Williams** in honor of the Close family, and the Patrons of Winthrop University Galleries.

**Greater Winthrop Community Luncheons** demonstrate the academy's contribution in providing opportunities for its lifelong learners to examine community and societal issues, foster change for the common good, and promote a civil society.

Reservations must be made by Sept. 21, 2012. For more information call 803/323-2220 or email [academicaffairs@winthrop.edu](mailto:academicaffairs@winthrop.edu)

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